Amendments to the Claims:

Please cancel claims 1, ·3, 7-11, 15, 18 and 21, and amend claims 4 and 5 as follows. The following listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claims 1-3 (Cancelled).

Claim 4 (Currently Amended). [[The]] An advertisement distribution system which receives advertisement contents from at least one advertisement provider through a communications network, and provides at least one advertisement user with the

5   received advertisement contents through the communication network, said system comprising:

an advertising information storage unit which stores advertisement contents received from the at least one advertisement provider in association with advertisement

10   provider information for controlling provision of an advertisement and corresponding to the received advertisement contents;

-2-

an advertisement-user information storage unit which stores

advertisement usage information for specifying a desired

15   advertisement of the at least one advertisement user;

an advertisement extraction unit which extracts

advertisement contents corresponding to advertisement provider

information in association with the stored advertisement usage

information; and

20   a transmission unit which transmits the advertisement

contents extracted by said advertisement extraction unit to the

at least one advertisement user having requested the

advertisement contents,

wherein the advertisement provider information includes an

25   advertisement providing condition which is to be specified by the

at least one advertisement provider for predetermined

advertisement contents;

the advertisement user information includes an advertisement

specification condition which is to be specified by the at least

30   one advertisement user;

the advertisement extraction unit searches an advertisement

providing condition conforming to the input advertisement

specification condition, and retrieves advertisement contents

corresponding to the advertisement provider information including

35   the searched advertisement providing condition;

-3-

said advertisement extraction unit includes an advertisement
selection unit which selects, when more than a predetermined
number of items of advertisement provider information including
the searched advertisement providing condition are retrieved, a

40   predetermined number of items of advertisement provider
information included in the retrieved items of advertisement
provider information; and

        said advertisement selection unit generates, when more than
a predetermined number of items of the advertisement provider

45   information are retrieved, a predetermined number of random
numbers which corresponds to the number of the retrieved items of
advertisement provider information, and selects a predetermined
number of items of advertisement provider information
corresponding to the generated random numbers.

        Claim 5 (Currently Amended). [[The]] An advertisement
distribution system which receives advertisement contents from at
least one advertisement provider through a communications
network, and provides at least one advertisement user with the

5   received advertisement contents through the communications
network, said system comprising:

        an advertisement information storage unit which stores
advertisement contents received from the at least one

-4-

advertisement provider in association with advertisement provider

10   information for controlling provision of an advertisement and

corresponding to the received advertisement contents;

an advertisement-user information storage unit which stores

advertisement usage information for specifying a desired

advertisement of the at least one advertisement user;

15   an advertisement extraction unit which extracts

advertisement contents corresponding to advertisement provider

information in association with the stored advertisement usage

information; and

a transmission unit which transmits the advertisement

20   contents extracted by said advertisement extraction unit to the

at least one advertisement user having requested the

advertisement contents,

wherein the advertisement provider information includes an

advertisement providing condition which is to be specified by the

25   at least one advertisement provider for predetermined

advertisement contents;

the advertisement user information includes an advertisement

specification condition which is to be specified by the at least

one advertisement user;

30   the advertisement extraction unit searches an advertisement

providing condition conforming to the input advertisement

-5-

specification condition, and retrieves advertisement contents

corresponding to the advertisement provider information including

the searched advertisement providing condition; and

35   said advertisement extraction unit includes a changing unit,

which changes an item parameter included in the advertisement

specification condition when a number of items of advertisement

provider information including the advertisement providing

condition does not reach a predetermined number, so as to search

40   the advertisement providing condition conforming to the changed

item parameter included in the advertisement specification

condition.

Claim 6 (Original). The advertisement distribution system

according to claim 5, wherein said changing unit repeatedly

changes a corresponding item parameter included in the

advertisement specification condition, until the number of items

5   of advertisement provider information extracted by said

advertisement extraction unit reaches the predetermined number.

Claims 7-11 (Cancelled).

Claim 12 (Previously Presented). A method for receiving

advertising contents sent from an advertisement provider using an

-6-

advertisement provider terminal through a communications network,

and sending the received advertisement contents to at least one

5   advertisement user from an advertisement server, said method

comprising the steps of:

storing the advertisement contents sent from the

advertisement provider using the advertisement provider terminal

and advertisement attribute information in association with each

10   other;

storing advertisement user information sent from the at

least one advertisement user using the sent advertisement

contents;

retrieving advertisement attribute information conforming to

15   the stored advertisement user information, and extracting

advertisement contents corresponding to the retrieved

advertisement attribute information;

sending the extracted advertisement contents to the at least

one advertisement user;

20   receiving predetermined advertisement contents sent from

said advertisement server to the at least one advertisement user

and advertisement attribute information corresponding to the

predetermined advertisement contents, and storing the received

advertisement contents and the advertisement attribute

25   information sequentially in received order;

-7-

outputting and specifying one of the advertisement contents

included in the stored advertisement contents, when using an

advertisement;

outputting the advertisement contents specified by said

30 outputting step;

updating and retaining, every time the advertisement content

is output by said outputting step, advertisement-usage-context

management information corresponding to the advertisement

content;

35 sending the advertisement-usage-context management

information retained by said updating and retaining step to said

advertisement server at predetermined intervals;

obtaining a number of output advertisement contents included

in the advertisement-usage-context management information sent to

40 said advertisement server from said at least one advertisement

user in said sending step;

determining whether the obtained number of output

advertisement contents exceeds a maximum number of to-be-provided

advertisement included in the stored advertisement attribute

45 information; and

when it is determined that the obtained number of output

advertisement contents has exceeded the maximum number of

to-be-provided advertisements, removing the advertisement content

-8-

from target advertisement contents to be extracted by said

50   extracting step.

Claim 13 (Previously Presented).   The method according to

claim 12, further comprising the steps of:

calculating an amount of money which is charged for

advertisement charges toward the advertisement provider, based on

5   the obtained number of output advertisement contents which is

obtained by said calculating step; and

issuing a bill representing the amount of money which is

calculated by said calculating step, to said advertisement

provider.

Claim 14 (Original).   The method according to claim 12,

further comprising the steps of:

calculating a payment amount to be paid to the advertisement

user, based on the obtained number of output advertisement

5   contents obtained by said obtaining step; and

issuing a payment statement representing the payment amount

to be paid which is calculated by said calculating step.

Claim 15 (Cancelled).

Claim 16 (Previously Presented). A computer readable recording medium which records a program for controlling a computer function as:

an advertisement information storage unit which stores

5   advertisement contents received from the at least one advertisement provider in association with advertisement provider information for controlling provision of an advertisement and corresponding to the received advertisement contents;

an advertisement-user information storage unit which stores

10   advertisement usage information for specifying a desired advertisement of the at least one advertisement user;

an advertisement extraction unit which extracts advertisement contents corresponding to advertisement provider information in association with the stored advertisement usage

15   information; and

a transmission unit which transmits the advertisement contents extracted by said advertisement extraction unit to the at least one advertisement user having requested the advertisement contents,

20   wherein the advertisement provider information includes an advertisement providing condition which is to be specified by the

at least one advertisement provider for predetermined

advertisement contents;

the advertisement-user information includes an

25 advertisement-specification condition which is to be specified by

the at least one advertisement user;

the advertisement extraction unit searches an advertisement

providing condition conforming to the input advertisement-

specification condition, and retrieves advertisement contents

30 corresponding to the advertisement provider information including

the searched advertisement providing condition;

said advertisement extraction unit includes an advertisement

selection unit which selects, when more than a predetermined

number of items of advertisement provider information including

35 the searched advertisement providing condition are retrieved, a

predetermined number of items of advertisement provider

information included in the retrieved items of advertisement

provider information; and

said advertisement selection unit generates, when more than

40 a predetermined number of items of the advertisement provider

information are retrieved, a predetermined number of random

numbers which corresponds to the number of the retrieved items of

advertisement provider information, and selects a predetermined

number of items of advertisement provider information

45   corresponding to the generated random numbers.

     Claim 17 (Previously Presented). A computer readable

recording medium which records a program for controlling a

computer function as:

     an advertisement information storage unit which stores

5   advertisement contents received from the at least one

advertisement provider in association with advertisement

provider information for controlling provision of an

advertisement and corresponding to the received advertisement

contents;

10   an advertisement-user information storage unit which stores

advertisement usage information for specifying a desired

advertisement of the at least one advertisement user;

     an advertisement extraction unit which extracts

advertisement contents corresponding to advertisement provider

15   information in association with the stored advertisement usage

information; and

     a transmission unit which transmits the advertisement

contents extracted by said advertisement extraction unit to the

at least one advertisement user having requested the

20   advertisement contents,

wherein the advertisement provider information includes an advertisement providing condition which is to be specified by the at least one advertisement provider for predetermined advertisement contents;

25   the advertisement-user information includes an advertisement-specification condition which is to be specified by the at least one advertisement user;

the advertisement extraction unit searches an advertisement providing condition conforming to the input advertisement-

30   specification condition, and retrieves advertisement contents corresponding to the advertisement provider information including the searched advertisement providing condition; and

said advertisement extraction unit includes a changing unit, which changes an item parameter included in the advertisement

35   specification condition when a number of items of advertisement provider information including the advertisement providing condition does not reach a predetermined number, so as to search the advertisement providing condition conforming to the changed item parameter included in the advertisement specification

40   condition.

Claim 18 (Cancelled).

-13-

Claim 19 (Previously Presented). A program data signal embodied in a carrierwave for controlling a computer function as:

an advertising information storage unit which stores advertisement contents received from the at least one

5 advertisement provider in association with advertisement provider information for controlling provision of an advertisement and corresponding to the received advertisement contents;

an advertisement-user information storage unit which stores advertisement usage information for specifying a desired

10 advertisement of the at least one advertisement user;

an advertisement extraction unit which extracts advertisement contents corresponding to advertisement provider information in association with the stored advertisement usage information; and

15 a transmission unit which transmits the advertisement contents extracted by said advertisement extraction unit to the at least one advertisement user having requested the advertisement contents,

wherein the advertisement provider information includes an

20 advertisement providing condition which is to be specified by the at least one advertisement provider for predetermined advertisement contents;

-14-

the advertisement-user information includes an
advertisement-specification condition which is to be specified by
25   the at least one advertisement user;
the advertisement extraction unit searches an advertisement
providing condition conforming to the input
advertisement-specification condition, and retrieves
advertisement contents corresponding to the advertisement
30   provider information including the searched advertisement
providing condition;
said advertisement extraction unit includes an advertisement
selection unit which selects, when more than a predetermined
number of items of advertisement provider information including
35   the searched advertisement providing condition are retrieved, a
predetermined number of items of advertisement provider
information included in the retrieved items of advertisement
provider information; and
said advertisement selection unit generates, when more than
40   a predetermined number of items of the advertisement provider
information are retrieved, a predetermined number of random
numbers which corresponds to the number of the retrieved items of
advertisement provider information, and selects a predetermined
number of items of advertisement provider information
45   corresponding to the generated random numbers.

-15-

Claim 20 (Previously Presented). A program data signal

embodied in a carrierwave for controlling a computer function as:

an advertisement information storage unit which stores

advertisement contents received from the at least one

5   advertisement provider in association with advertisement

provider information for controlling provision of an

advertisement and corresponding to the received advertisement

contents;

an advertisement-user information storage unit which stores

10   advertisement usage information for specifying a desired

advertisement of the at least one advertisement user;

an advertisement extraction unit which extracts

advertisement contents corresponding to advertisement provider

information in association with the stored advertisement usage

15   information; and

a transmission unit which transmits the advertisement

contents extracted by said advertisement extraction unit to the

at least one advertisement user having requested the

advertisement contents,

20   wherein the advertisement provider information includes an

advertisement providing condition which is to be specified by the

-16-

at least one advertisement provider for predetermined

advertisement contents;

the advertisement-user information includes an

25   advertisement-specification condition which is to be specified by

the at least one advertisement user;

the advertisement extraction unit searches an advertisement

providing condition conforming to the input

advertisement-specification condition, and retrieves

30   advertisement contents corresponding to the advertisement

provider information including the searched advertisement

providing condition; and

said advertisement extraction unit includes a changing unit,

which changes an item parameter included in the advertisement

35   specification condition when a number of items of advertisement

provider information including the advertisement providing

condition does not reach a predetermined number, so as to search

the advertisement providing condition conforming to the changed

item parameter included in the advertisement specification

40   condition.

Claim 21 (Cancelled).

-17-